

## C L A I M S

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1. (ORIGINAL) A method for operating a shopper information system, the method comprising:  
generating an image of a shopper;  
distributing the image to a plurality of participants; and  
receiving responses to the image from the plurality of participants.
2. (ORIGINAL) The method of claim 1, further comprising:  
processing the received responses.
3. (ORIGINAL) The method of claim 2, wherein the processing step includes performing a statistical analysis of the received responses.
4. (ORIGINAL) The method of claim 2, wherein the providing step includes transmitting the processed responses to the shopper.
5. (ORIGINAL) The method of claim 1, further comprising:  
selecting a garment to be included in the image.
6. (ORIGINAL) The method of claim 5, wherein the shopper dons the selected garment.
7. (ORIGINAL) The method of claim 5, wherein an image of the selected garment is combined with an image of the shopper.

8. (ORIGINAL) The method of claim 1, wherein the generating step includes using an optical system to capture an image of the shopper.
9. (ORIGINAL) The method of claim 1, wherein the optical system is part of a digital camera.
10. (ORIGINAL) The method of claim 1, further comprising:  
receiving input from the shopper to define characteristics of the participants; and  
assembling the participants based on the received input.
11. (CURRENTLY AMENDED) The method of claim 10, wherein the characteristics of the participants include demographic characteristics of the participants.
12. (ORIGINAL) The method of claim 10, wherein the characteristics of the participants include subjective characteristics defined by the participants.
13. (ORIGINAL) The method of claim 10, wherein the assembling step includes selecting a panel of participants from a pool of participants.
14. (ORIGINAL) The method of claim 1, further comprising:  
providing the received responses to the shopper substantially immediately upon receiving the responses.
15. (ORIGINAL) The method of claim 1, further comprising:  
accumulating the responses.

16. (ORIGINAL) The method of claim 15, further comprising:  
presenting the accumulated responses to the shopper.
17. (ORIGINAL) The method of claim 16, wherein the presenting step includes  
transmitting the accumulated responses to a shopper terminal.
18. (ORIGINAL) The method of claim 1, further comprising:  
generating a question to be distributed to the participants together with the image.
19. (ORIGINAL) The method of claim 18, wherein the responses include a selection  
of one of two alternatives posed by the question.
20. (ORIGINAL) The method of claim 18, wherein the responses include a selection  
of one of a range of alternatives posed by the question.
21. (ORIGINAL) The method of claim 18, wherein the responses include open-  
ended text responses to the question.
22. (ORIGINAL) The method of claim 1, further comprising:  
transmitting a promotional offer to the shopper together with the received  
responses.
23. (ORIGINAL) The method of claim 22, wherein the promotional offer is  
determined based on an analysis of the received responses.
24. (ORIGINAL) The method of claim 1, further comprising:  
transmitting the received responses to a retailer.
25. (ORIGINAL) The method of claim 1, further comprising:  
applying a rating to at least some of the participants on the basis of the received  
responses.

26. (ORIGINAL) The method of claim 25, further comprising:  
providing a benefit to at least some of the participants on the basis of the applied rating.
27. (ORIGINAL) The method of claim 1, further comprising:  
providing an offer to the participants together with the distributed image.
28. (ORIGINAL) A method for operating a shopper information network, the method comprising:  
logging on to a shopping website;  
retrieving a shopper image that represents a shopper;  
selecting a garment;  
combining an image of the selected garment with the shopper image to form a combined image;  
requesting a panel of participants;  
defining desired characteristics of the panel of participants;  
determining availability of participants who match the defined desired characteristics;  
transmitting the combined image to participants determined to be available;  
receiving responses from participants to whom the combined image was transmitted;  
processing the received responses; and  
transmitting the processed responses to the shopper.
29. (ORIGINAL) The method of claim 28, wherein the processing step includes calculating respective percentages for categories of the received responses, and wherein the calculated percentages are presented to the shopper.

30. (ORIGINAL) The method of claim 28, wherein the received responses include open-ended text responses.
31. (ORIGINAL) The method of claim 28, further comprising:  
defining a query and transmitting the query to the participants with the combined image.
32. (ORIGINAL) The method of claim 31, wherein the step of defining the query includes selecting the query from a menu.
33. (ORIGINAL) The method of claim 31, wherein the step of defining the query includes entering text characters via a keyboard.
34. (ORIGINAL) The method of claim 28, further comprising:  
selecting a second garment;  
said combined image including an image of the selected second garment.
35. (ORIGINAL) The method of claim 28, wherein the shopper image is a virtual model that represents the shopper.
36. (ORIGINAL) The method of claim 28, wherein the shopper image is derived from at least one photograph of the shopper.
37. (ORIGINAL) A method of operating a shopper information system, the method comprising:  
capturing an image of a shopper who is wearing a garment;  
defining a panel of participants;  
transmitting the image to the panel of participants;

receiving responses from the participants; and  
presenting the responses to the shopper.

38. (ORIGINAL) The method of claim 37, wherein the responses are presented to the shopper in the form of a statistical analysis of the responses.

39. (ORIGINAL) The method of claim 38, wherein the responses are divided into categories and the statistical analysis includes percentages that correspond to the categories.

40. (ORIGINAL) The method of claim 37, further comprising:  
entering a product identifier code for the garment.

41. (ORIGINAL) The method of claim 40, wherein the entering step includes scanning a bar code that represents the product identifier code.

42. (ORIGINAL) The method of claim 37, further comprising:  
entering a query and transmitting the query to the panel of participants with the image.

43. (ORIGINAL) The method of claim 37, wherein the presenting step is performed substantially immediately after the receiving step.

44. (ORIGINAL) A shopper information system, comprising:  
a processor; and  
a memory connected to the processor and storing a program;  
the processor being operative with the program to:  
store an image of a shopper;

distribute the image to a plurality of participants; and  
receive responses to the image from the plurality of participants.

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45. (ORIGINAL) A shopper information kiosk, comprising:  
a kiosk structure;  
image means, mounted on the kiosk structure, for converting an image to digital image data;  
a memory for storing the digital image data;  
a processor connected to the memory;  
communication means for connecting the processor to a data network;  
input means for providing shopper input to the processor; and  
a display for displaying information to a shopper;  
the processor being programmed to:  
control the image means to capture an image of the shopper;  
distribute the captured image to a plurality of participants via the communication means; and  
present to the shopper via the display responses to the distributed image received from the participants.

46. (ORIGINAL) The shopper information kiosk of claim 45, wherein the image means includes a digital camera.

47. (ORIGINAL) The shopper information kiosk of claim 45, further comprising a scanner connected to the processor for entering garment information.

48. (ORIGINAL) A method for operating a shopper information system, the method comprising:  
storing respective profiles for each participant of a pool of participants;  
generating an image of a shopper;  
receiving a request for a panel of participants, the request specifying at least one participant characteristic;

selecting a panel of participants from the pool of participants based on the stored profiles and the specified at least one participant characteristic; and  
distributing the image of the shopper to the selected panel of participants.

49. (ORIGINAL) The method of claim 48, further comprising:  
receiving responses to the image from the panel of participants.
50. (ORIGINAL) The method of claim 49, further comprising:  
providing feedback to the shopper on the basis of the received responses.
51. (ORIGINAL) The method of claim 48, wherein the generating step is performed before the receiving step.
52. (ORIGINAL) The method of claim 48, wherein the receiving step is performed before the generating step.
53. (ORIGINAL) The method of claim 48, further comprising:  
storing a profile for the shopper.
54. (ORIGINAL) The method of claim 48, wherein the generating step includes using an optical system to capture an image of the shopper.
55. (ORIGINAL) An article of manufacture comprising:  
a computer usable medium having computer readable program code means embodied therein for operating a shopper information system, the computer readable program code means in said article of manufacture comprising:  
computer readable program code means for storing an image of a shopper;



computer readable program code means for distributing the image to a plurality of participants; and

computer readable program code means for receiving responses to the image from the plurality of participants.

56. (ORIGINAL) A method for using a shopper information network, the method comprising:

selecting a garment;

requesting a panel of participants; and

receiving feedback regarding the garment based on responses from the panel of participants.

57. (ORIGINAL) The method of claim 56, further comprising:  
defining desired characteristics of the panel of participants.

58. (ORIGINAL) The method of claim 56, further comprising logging on to a shopping website.

59. (ORIGINAL) The method of claim 56, further comprising:  
capturing an image of a shopper.

60. (ORIGINAL) A method for participating in a shopper information system, the method comprising:

receiving an invitation to participate in a panel;

responding to the invitation;

receiving a message that includes an image of a shopper; and

responding to the message.

61. (ORIGINAL) The method of claim 60, wherein the step of responding to the message includes selecting a check box.
62. (ORIGINAL) The method of claim 60, further comprising:  
receiving information concerning characteristics of the shopper.
63. (ORIGINAL) A method for participating in a shopper information system, the method comprising:  
receiving information concerning characteristics of shoppers;  
using the received information to select an image for viewing; and  
receiving the selected image.
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